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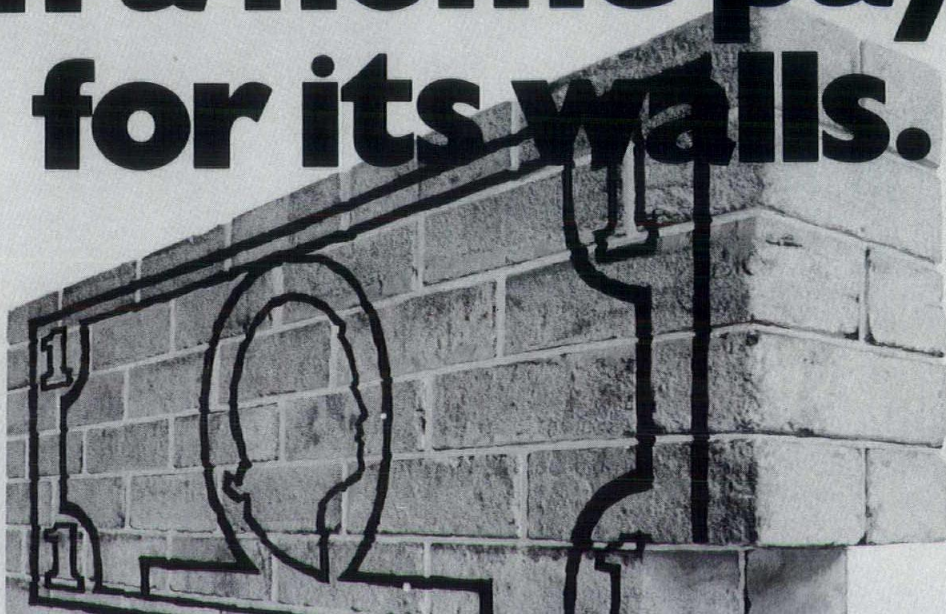
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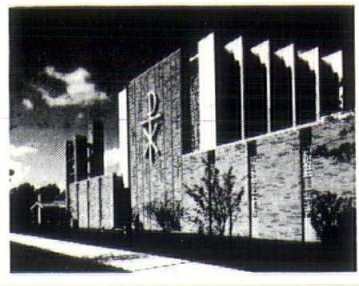
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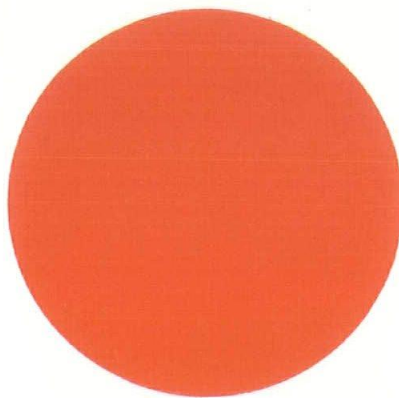


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Fall Workshop ■

The Fall Workshop, annually sponsored by the Wisconsin Chapter, The American Institute of Architects, has in the past proven to be a worthwhile and well attended one-day meeting for the members of the Chapter.

They were primarily initiated as a forum of discussion of matters of immediate concern to the membership and the practitioners. The Fall Workshop serves the purpose of producing the reactions, responses and the all important "feed-back" of thinking of the members on these matters for the President and the Executive Committee of the organization, to in turn act upon and be guided by those results.

This year's program, as in the past, centers around these concerns again. G. A. D. Schuett, Vice-President of the Wisconsin Chapter, A.I.A., formulated a program containing questions of great importance to the entire membership.

Walker L. Patton, chairman of the committee for a new compensation schedule, reports that a proposed new compensation schedule is ready to be presented to the Executive Committee at its September Board meeting. Pending approval by the Executive Committee, the new compensation schedule will be presented to the membership at the Workshop.

"Who pays for the errors and extras?", is the working title for a morning session in which this important question will be researched with John Hipp from the State's Bureau of Facilities Management and Karel Yasko, FAIA, of the General Services Administration in Washington.

The Chapter Affairs Task Force will present a report on matters of finances, suggested changes within the Chapter, methods of improving Chapter services, etc.

"Long Range Planning" is the working title for the afternoon sessions, devoted to the exploration of planning the Chapter's future up to 1975.

To facilitate the discussion of four major topics, the attending members will be divided into groups to attend four workshops with discussion leaders assigned for the various topics which are: 1. Convention and Workshops with discussion leaders Richard P. Blake and John A. Findlay; 2. Methods of Funding with discussion leaders Maynard W. Meyer and Douglas H. Smith; 3. Future Program of the Chapter with discussion leaders John J. Jacoby, Mark A. Pfaller and Alan J. Carlson and 4. Membership and the Students with Robert M. Beckley and Richard E. Gustafson.

The workshop leaders will rotate between these groups every thirty minutes. After the exploration of these topics, summary reports, general discussion and recommendations to the Executive Committee are expected.

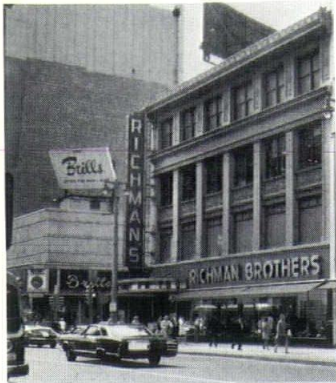
Certainly this schedule should entice every member to participate and keep in mind "if you are not part of the problem, you cannot be part of the solution!"

WISCONSIN CHAPTER AMERICAN INSTITUTE OF ARCHITECTS FALL WORKSHOP

Thursday, October 14, 1971

- 9:00- 9:30 A.M. Registration and coffee
- 9:30- 9:35 A.M. Welcome and Introduction to Program
 - 1. Welcome (Nathaniel W. Sample, President)
 - 2. Introduction (G. A. D. Schuett, Vice President)
- 9:35-10:00 A.M. Presentation of the New Compensation Schedule
- 10:00-11:00 A.M. "Who Pays for Errors and Extras?"
 - Karel H. Yasko, F.A.I.A., and John Hipp, Bureau of Facilities Management
- "PLANNING W.A.I.A. THRU 1975"**
- 11:00-12:00 A.M. Chapter Affairs Committee Presentation
 - 1. Chapter Finances
 - 2. Suggested Chapter Changes
 - 3. Methods for improving Chapter Services
 - 4. Approximate costs for the suggested Chapter Services
 - 5. Methods of Funding
 - 6. Future of this Chapter, Insurance, etc.
- 12:00-12:30 P.M. Happy Hour!
- 12:30- 1:30 P.M. Luncheon
- 1:30- 3:30 P.M. Workshop Session (4 groups)
 - 1. Convention and workshops (Leaders: Richard P. Blake and John A. Findlay)
 - 2. Methods of Funding (Leaders: Maynard W. Meyer and Douglas H. Smith)
 - 3. Future Program of Chapter (Leaders: John P. Jacoby, Mark A. Pfaller and Alan J. Carlson)
 - 4. Membership and the Students (Leaders: Robert M. Beckley and Richard E. Gustafson)
- 3:30- 4:15 P.M. Summary Reports, discussion, and recommendations to Executive Committee for action
- 4:15 P.M. Adjournment

Security Savings and Loan ■ Downtown Branch



Owner:.....Security Savings and Loan Association
Architect:.....Blake-Wirth & Associates
General Contractor:.....Pfeifer Construction Co.
Consultants:
Electrical.....Leedy & Petzold
Heating and Ventilating.....Lofte & Frederickson
Plumbing:.....Donald Prusinski
Structural:.....Strass Maguire Engineering



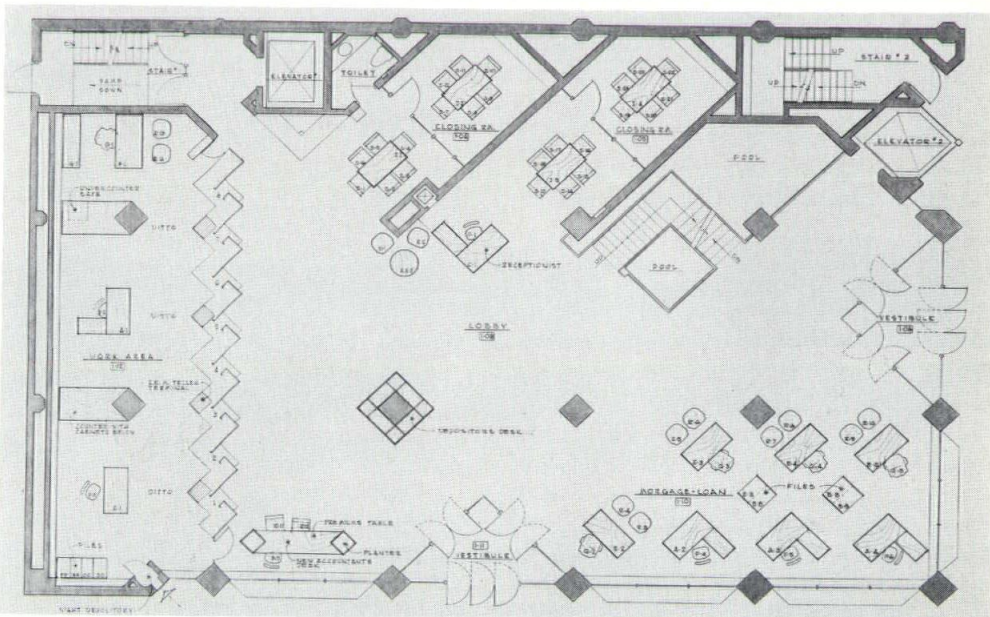
Security Savings and Loan, under the energetic leadership of its President, William G. Schuett, had acquired the old four-story Richman Brothers building in 1966 for a reported sum of \$350,000.00 with plans to extensively remodel the structure for its own diverse needs.

Little of the old building remained except for its structure and a vault in the basement. The floors remained intact, but all interior partitions, stairs, ceilings, mechanical and electrical work was removed. The brick on the exterior was also completely removed. Two floors were added for future expansion and two entrances were provided at Wisconsin Avenue and Second Street.

They chose a rich gold-bronze colored glass which is handsomely accented with grey-blue granite stone at the first floor level and the four corners of the building.

Another feature I appreciated because it is not seen too often hereabouts, is the tile paving that bands around the west and south elevations. The tile is set in a forty-five degree angle, echoing the main orientation of the interior spaces.

consin architect/september, 1971



Remodeling an old building for purposes other than the original one intended always presents special problems for the architect to solve. In the case of Security Savings and Loan, existing column bays imposed severe space and visual restrictions on the design and the confinement of nine and one half foot ceilings demanded a solution.

In order to create a more spacious lobby than the nine and one half foot ceiling seemingly permitted, the architect designed an open staircase that visually ties the basement level and the first and second floors together. A reflecting pool is located at the foot of the staircase on the basement level.

The grey-blue granite stone of the exterior is also used to clad the columns and partition walls in the first floor lobby. Custom-made tellers' counters of dark walnut are set on a 45 degree angle. The architects chose

warm and rich colors in gold and orange tones for carpeting and furnishings. Solid walnut paneling is used throughout the building, greatly contributing to the atmosphere of elegance that prevails throughout the building.

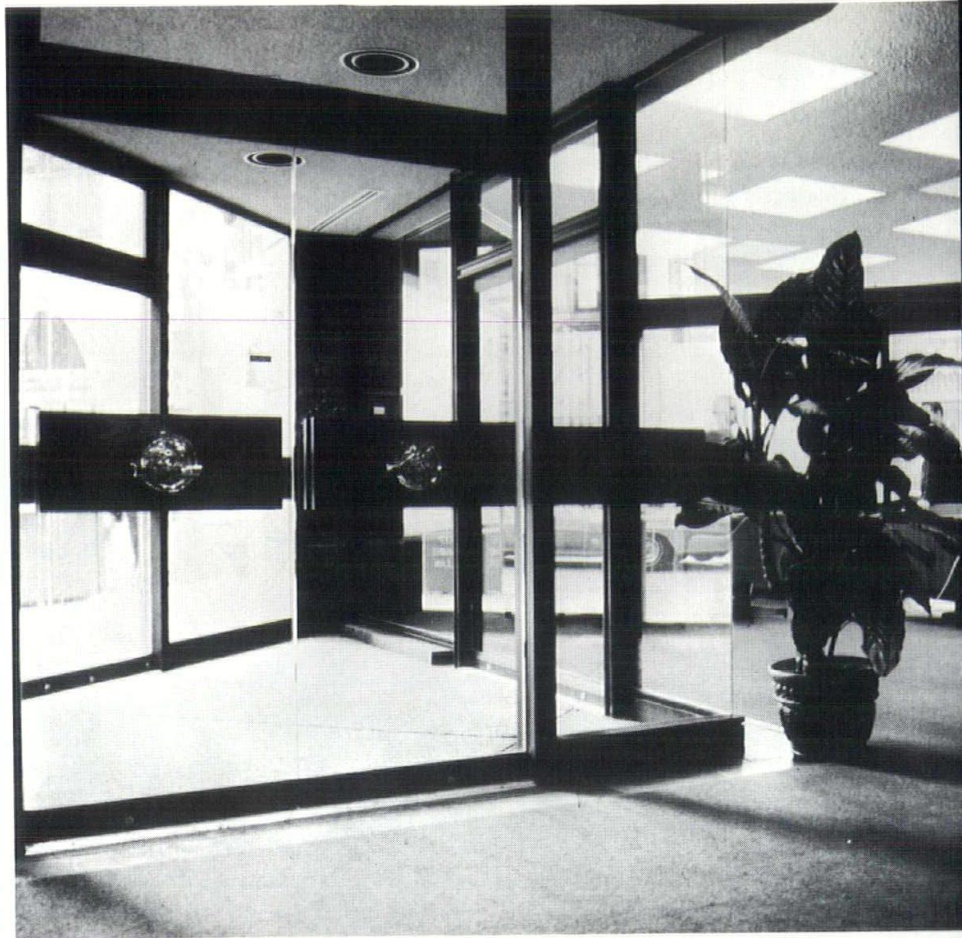
The basement houses the original 20 x 40 foot vault, a waiting area around the reflecting pool, the Real Estate Department with the two adjacent conference rooms, the Insurance and Mortgage Service Departments, a large employee's lounge, rest rooms and locker rooms. Another elevator is located at the northeast corner for employee's use. Mechanical, electrical equipment and storage spaces are located directly under the sidewalk.

The main floor lobby has a reception desk in an open area overlooking both entrances, the Mortgage Loan department has three desks, guest chairs and three secretary desks also in an open area arrangement. Eight teller counters are provided with doors at both sides. A large central work counter with storage facilities beneath is located behind the teller counters. Two private offices with glass areas toward the lobby also serve as closing rooms.

The second floor houses the president's and two executive offices complete with private bathroom facilities for each one. A large boardroom is connected by a passage to the president's office. The passage also contains a fully equipped kitchen. The secretaries are located in open area arrangement closely to the executive offices. On this floor, the Security Savings and Loan building is connected by a passageway to the parking structure north of it. The Accounting Department occupies the entire third floor also arranged in an open area concept with two offices located at the west wall of the building.

The Security Savings and Loan building is a fine example of what can be done with an old building to suit it to a new function and to make it an asset to its neighborhood.

On a recent tour of the building everybody seemed very content with their new branch office and the pleasant working conditions it provides. The direct, simple and unadorned exterior certainly is an asset to an area that not so long ago was hopelessly decaying.





Time Insurance ■ Office Building

Owner:.....Time Holdings, Inc.
Architect:.....Blake-Wirth and Associates
General Contractor:.....Jos. P. Jansen Co.
Consultants:
Electrical.....Goulet Engineering, Inc.
Heating, Ventilating and
Air Conditioning.....R. J. Miller & Associates
Plumbing:.....Donald Prusins
Structural:.....Graef-Anhalt & Schloemer



Almost simultaneously with the renovation of Security Savings and Loan Association building, the firm of Blake-irth and Associates was charged with the design of another downtown project, the new headquarters building for Time Holdings, Inc., which houses the five key members of the Time Holdings family. They include Time Insurance, the Bank of Commerce, Computer Utilities of Mid-America, Inc., a data processing and computer service subsidiary; Time Equities, Inc., which deals with mutual funds, and Time Computer Services, Inc.

The new structure was to be erected adjacent to the old Time Insurance building into which the insurance firm moved 16 years ago, and was to be joined to the old building at every floor except the first and second.

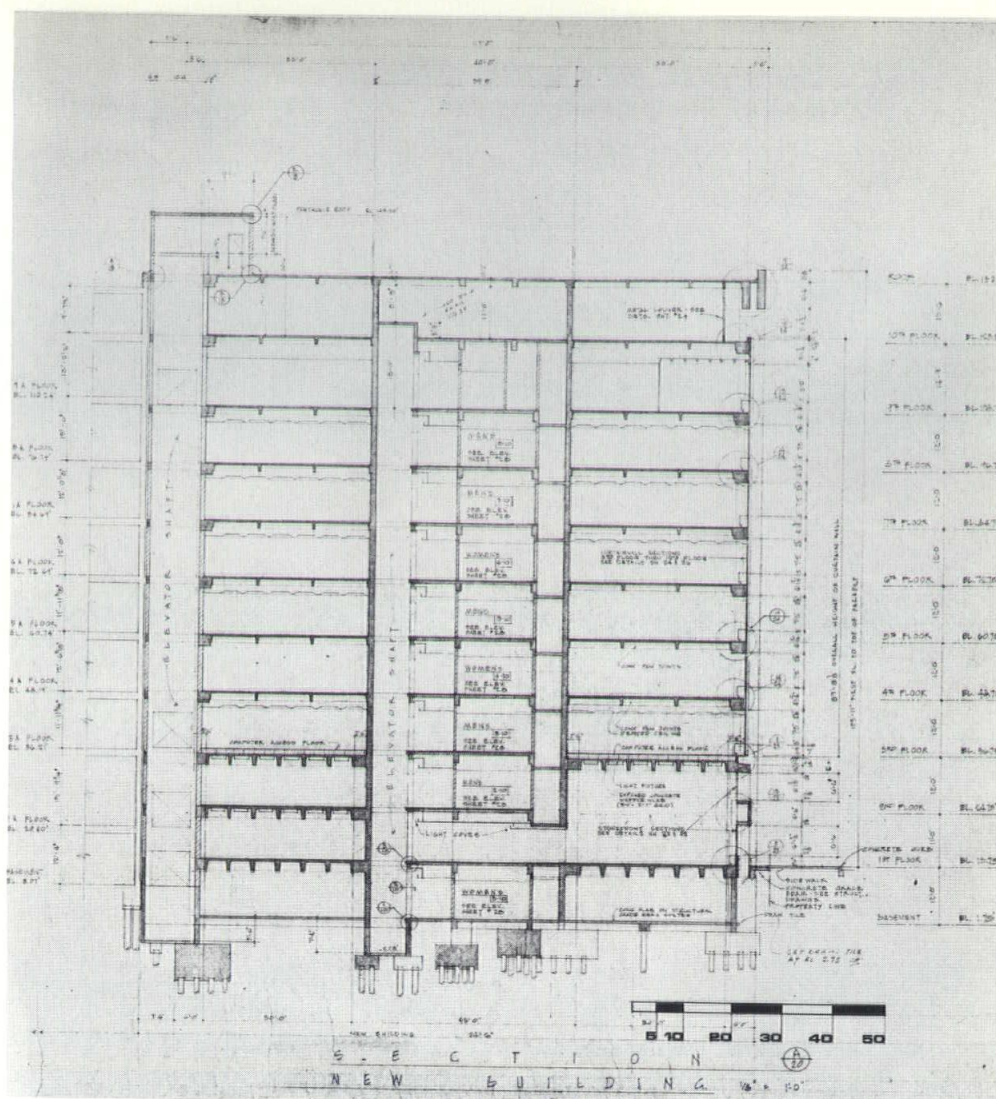
The new ten story building is located at the corner of West Wells Street and North Fifth Street adjacent to Milwaukee's Civic Center.

Richard L. Paddock, President of Time Insurance, explained at the time of the announcement of the new building, that the company's plans represented "a demonstration of private rehabilitation and renewal of what was blighted area."

The building program requirements set forth that Time Insurance wanted a functional and maintenance-free structure. The exterior appearance of the building was of equal importance to the client with the interior functioning. The new building was to have importance and to be easily recognized as the home office of an important Insurance Company by Milwaukeeans and visitors alike.

The new building was set back 25 feet from the property line along North Fifth Street to allow for landscaping of the street level fronting the main entrance. There is also an entry to the ten-story building from the fenced parking lot at North Sixth and Wells Streets.

The new building is of cast in place concrete structure of approximately 100 by 110 feet dimension with a central service core and floors uninterrupted by columns allowing for the necessary large, easily adjustable open spaces that are required. Emphasis on strong vertical lines break up the "cube appearance" somewhat dictated by the building's dimensions.



These vertical lines also remotely relate to the old adjacent structure which is presently refenestrated and remodeled to become more compatible with the new one.

A five foot module is essentially the basis for the building's design and is most apparent by the large structural ceiling coffers which act as light housings, giving needed brightness comfortably.

The Time building also has reflective glass curtain wall. The raw concrete of the structure was unacceptable to the client and the architects painted the structure with a non-organic coating in an off-white color.

The Bank of Commerce occupies part of the basement, the street level and the mezzanine of the building.

The architects designed a two-story entrance lobby along Wells Street. One of the features of this spacious lobby are "flat" teller counters providing space for nine tellers in an

open, informal atmosphere not usually found in banks. There are several glassed-in executive offices that also double as conference rooms. The bank has a drive-in window in the area adjacent to the Time building parking lot. The drive-in window is so located that it coincides with the teller line within the bank. The book-keeping and auditing facilities are located on the mezzanine area. The basement includes the bank vault, a conference room and luncheon facilities for employees.

Throughout the building the architects kept the walls and floor coverings in neutral colors, accenting the areas by brightly colored furnishings and graphic art. The new building accommodates a logical arrangement of the insurance company's departments with a smooth continuity of its operation. The data processing in the operations is housed in most of the third floor with a computer room,



headquarters of Computer Utilities and systems and keypunch headquarters.

The fifth floor contains an auditorium that is used for company training sessions, important company meetings as well as outside meetings.

The company's group operation which includes group administration, sales, payment of group benefits are all coordinated on the sixth floor.

The seventh floor accommodates underwriting, benefit payments, premium accounting and policyholders services. The eighth floor has a reception area, actuarial and accounting functions, purchasing, communications, including an art department, personnel

and cashier's operations.

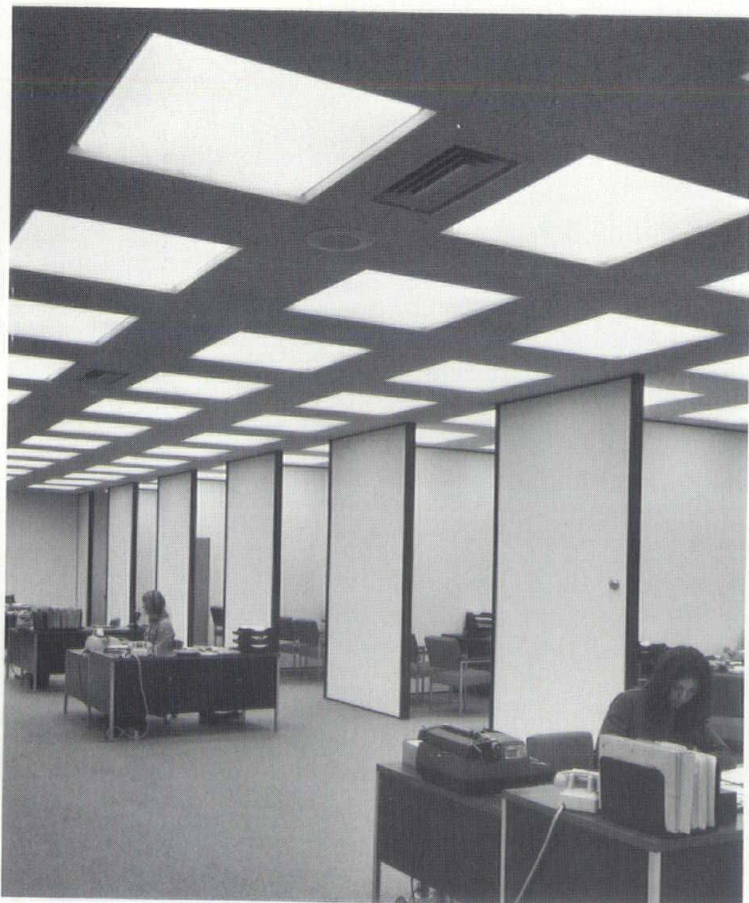
The ninth floor is largely devoted to the agency department functions of Time Insurance. The ninth floor also houses the executive offices, all of which are equipped with a smaller private office, bathroom and kitchen facilities. The interior furnishings throughout the building are simple and contemporary in design with lively color accents.

The furnishings in the executive offices reflect the individuals' tastes and are strangely out-of-step with the rest of the building concept.

The basement contains besides the facilities for the bank, a stock room,

mail room and printing facilities for Time Insurance.

The Time Insurance building is the first electrically heated and air-conditioned high rise building in Milwaukee. Dick Blake of Blake-Wirth and Associates commented: "We had an involved client in Mr. Paddock, President of Time Holdings, who gave us latitude. The building turned out the way we envisioned it and the firm and client is happy with the results." He describes the Time Building design with typical moderation: "A moderately contemporary design, which will tend to date itself far less than some other buildings being designed today."

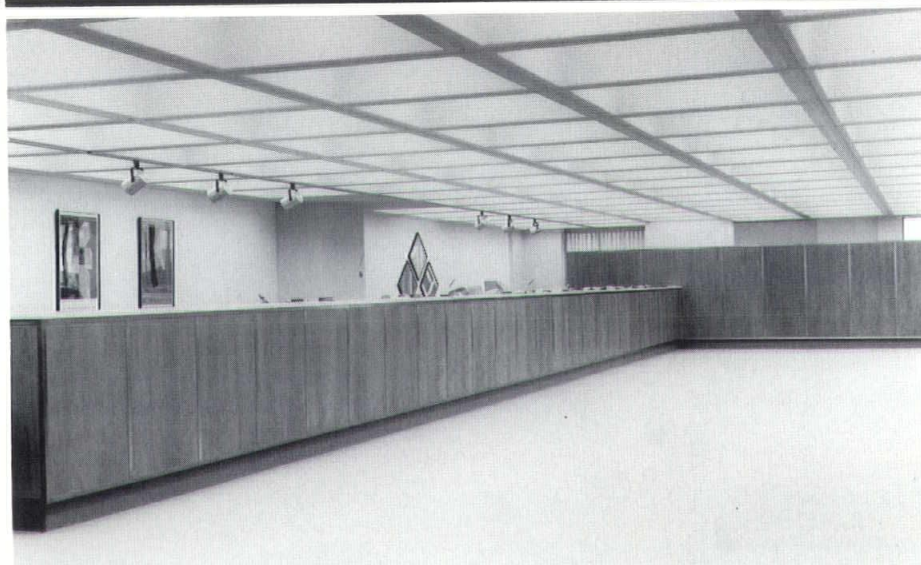


Dr. R. Buckminster Fuller ■ Continued from July/August issue

Now that flat business, how did it happen, what does this do to our school? Well, when I went to school and we still do this to a considerable extent, we say, "Now darling you have four years to fool around with your lovely little head, playing games and looking at the universe and asking beautiful questions about the universe." Now that they take you to school, will they really teach you something? Never mind about the universe now, you come in here and going to get an A, B, and C, "A" is in the middle of the word "cap," and this is a lovely cap, there's an "a" in it. We learn about the A, B, and C, they can give you 1, 2, and 3, and say continually forget about the universe. You are in the schoolroom now, don't pay attention how we're going to run nature. A lot of you draw pictures for awhile. Then they teach you some arithmetic, and you pay attention to this arithmetic and you learn to do fractions, then you multiply fractions, divide fractions, and you feel fairly good about having accomplished that. Then they say, teachers are going to now show you a better way of doing it. Why didn't she teach me a better way in the first place, you say. This is called decimals, she says, it's much quicker and she now identifies decimals with the fractions we have learned, so $\frac{1}{8}$ is .125 and $\frac{1}{4}$ is .25 and a $\frac{1}{3}$ is .333, goes out the window and over the hill, once in awhile things went out the window and over the hill, others say they stayed in the room and we're not sure whether she had the better system or not. You were not sure unless you really knew what she was talking about. She was very pretty picture, so you let it go. I'm going to show how we put the arithmetic and the drawings together, we are going to teach you how to do some measurement and really

make you very confident. This is called geometry; now don't be scared, I'm going to give you very simple geometry. Never mind that very fancy solid geometry, just going to give you nice plane geometry. I have a nice plane here now. You use a blackboard and this is a nice straight line. You've been using a pencil to make a straight line and you say, "where does it go?" Well, you say it goes "to infinity." You say, "Ever been there?" the little child says, and the teacher says, "No, you just got to believe it goes to infinity." The child says, "Where does the other end go?" and the teacher says, "That goes to infinity." The child says "Which way is infinity?" And you can say this is nice and simple, now we're really teaching this child. You teach him to believe this infinity, every child is really a scientist, a spontaneous natural scientist and wants to expand this evidence that you've been to infinity. You didn't ask him to believe there is something going on in the universe so you can't demonstrate it. . . . "Now darling you never can understand mathematics, it is purely an imaginary straight line." We then begin to learn our geometry and they say, "A circle is an area bound by a closed line of equal radius from a point, and a triangle is an area bound by a closed line of three equal edges and three equal angles, or equilateral has three angles and three edges, an area bound by closed line. The square is an area bound by a closed line of four equal edges, four equal angles, so all the geometry we're told about are areas that are bound by closed lines.

to be continued

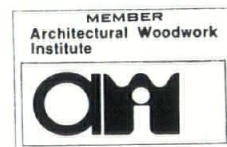


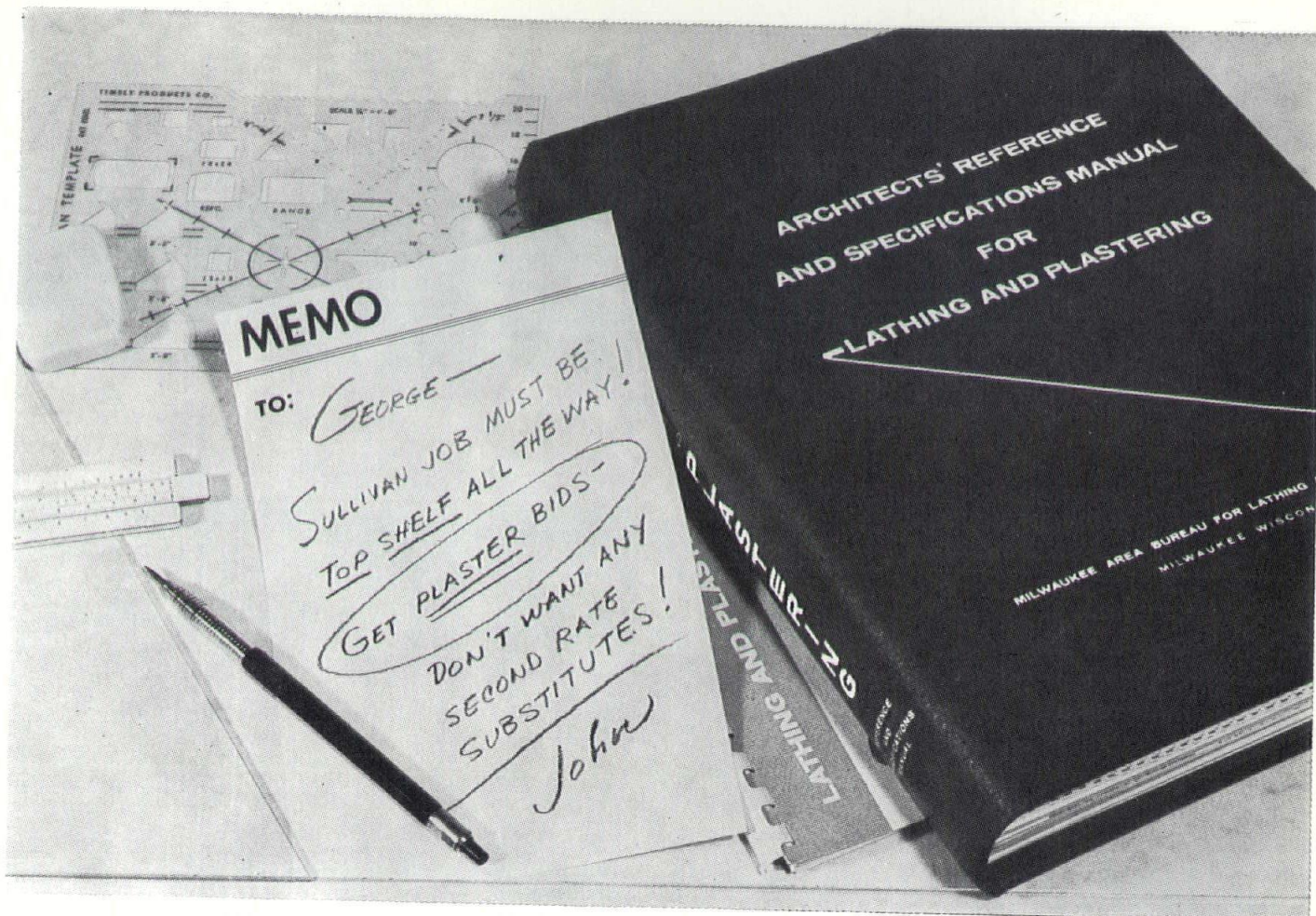
Tellers Counter — Bank of Commerce — Time Insurance Building
Architect: Blake-Wirth & Associates

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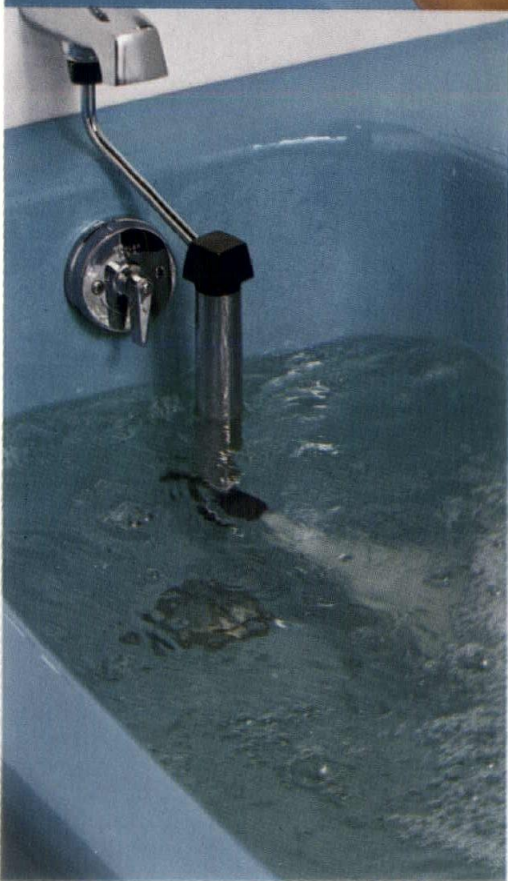
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TIME BUILDING

Architect: Blake-Wirth & Associates

The no-motor whirlpool bath



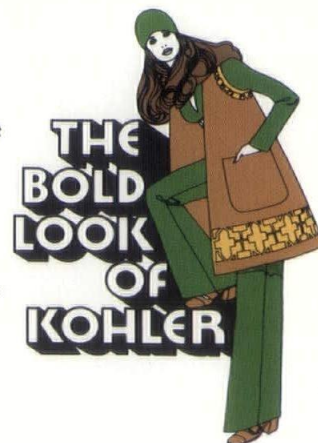
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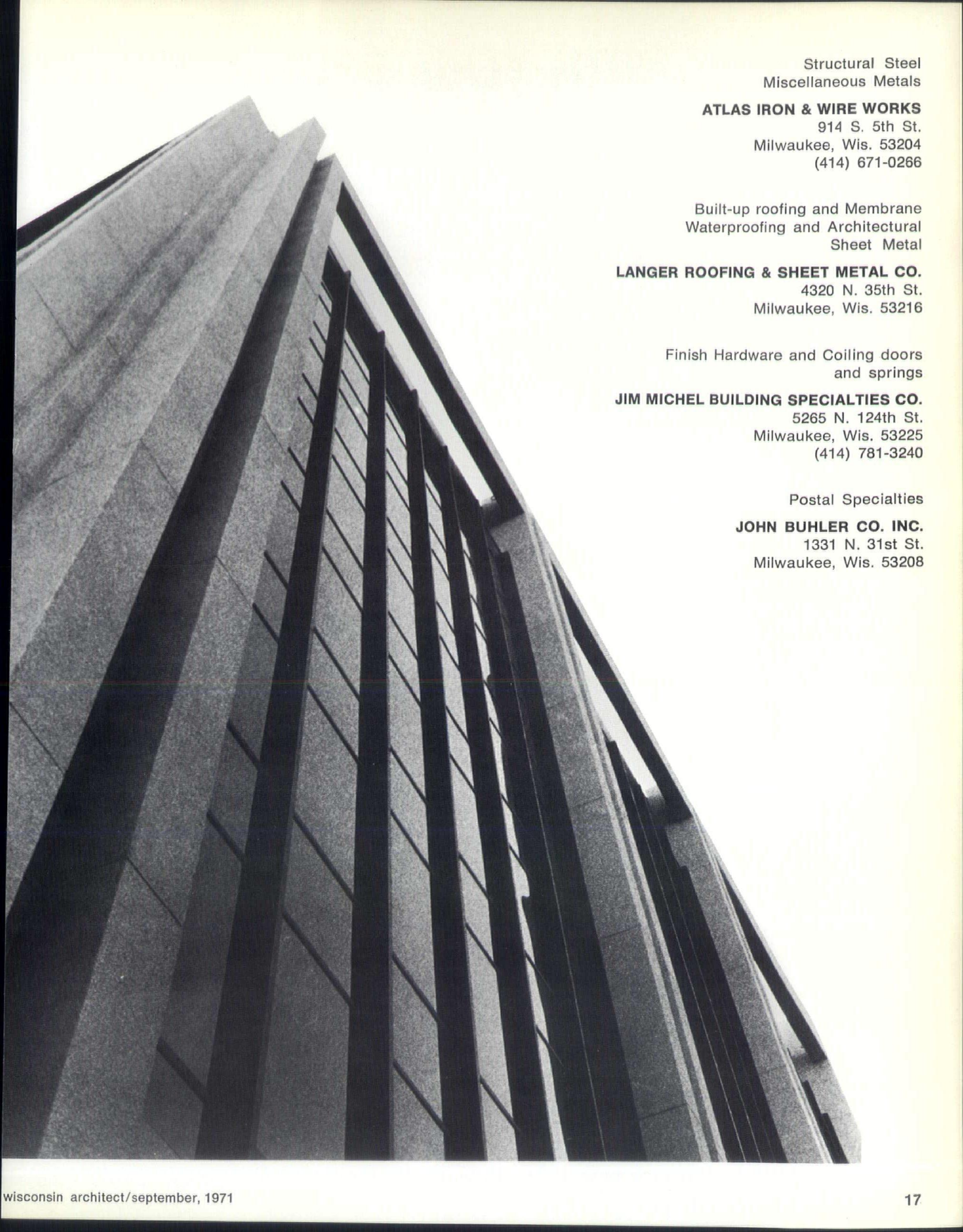
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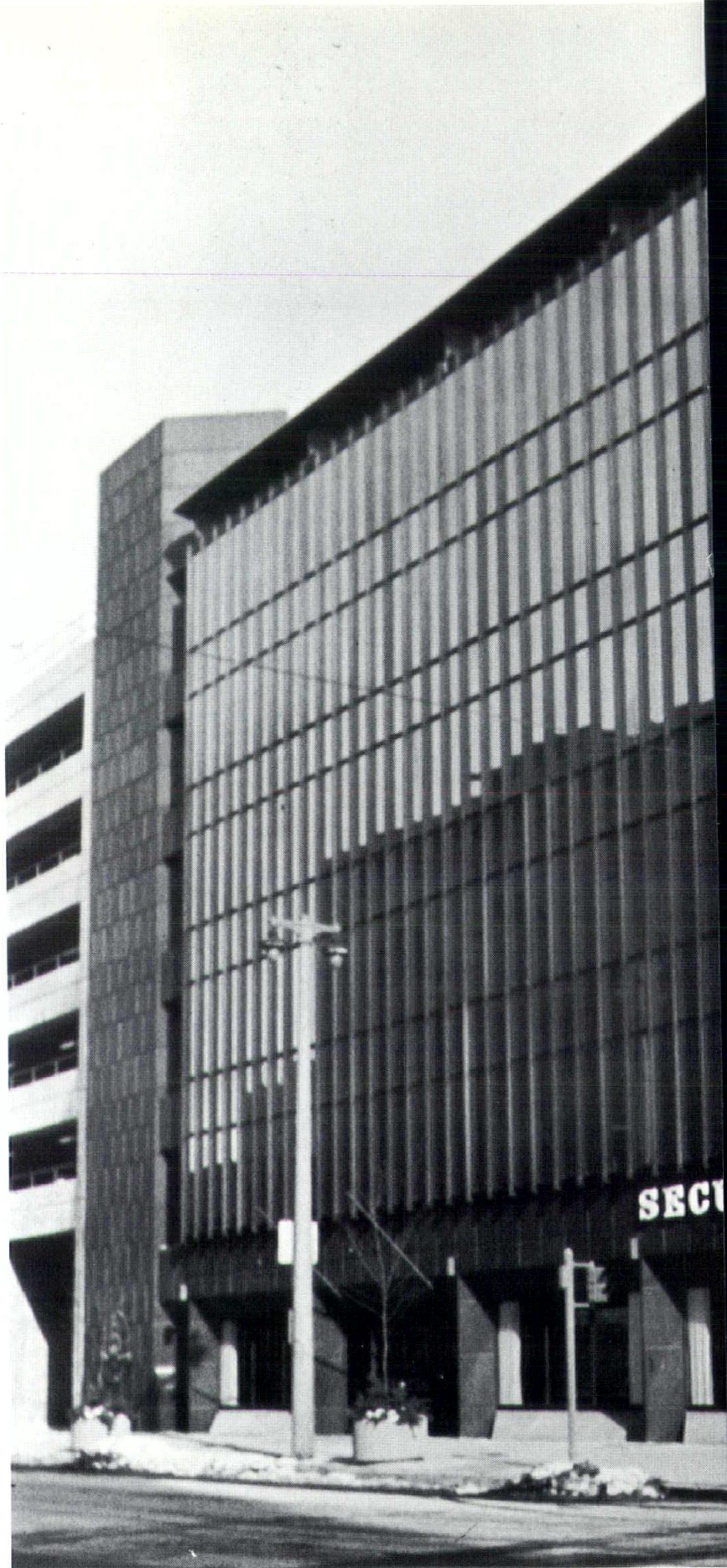
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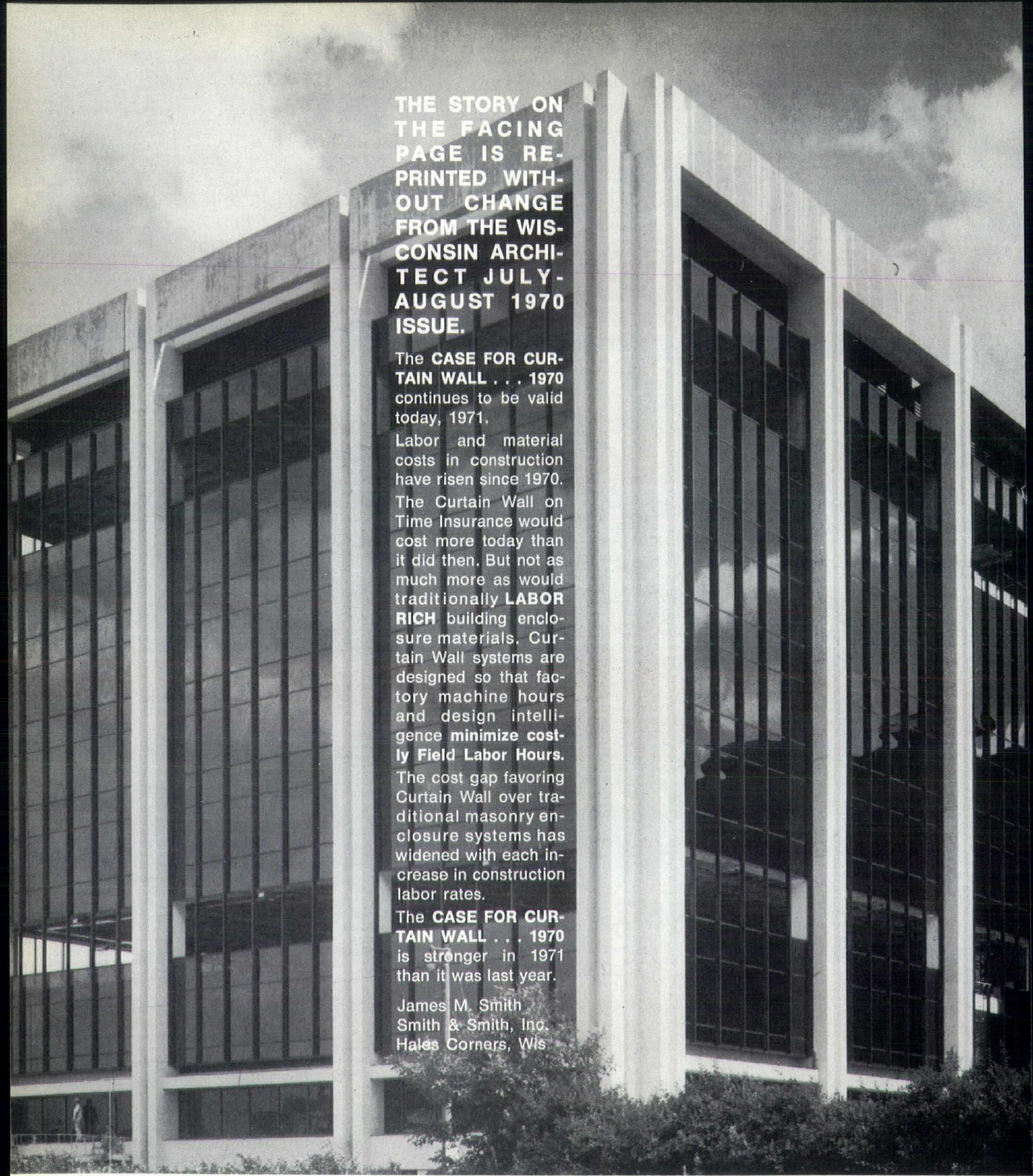
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TECT JULY-
AUGUST 1970
ISSUE.

The **CASE FOR CUR-
TAIN WALL . . . 1970**
continues to be valid
today, 1971.

Labor and material
costs in construction
have risen since 1970.
The Curtain Wall on
Time Insurance would
cost more today than
it did then. But not as
much more as would
traditionally **LABOR
RICH** building enclo-
sure materials. Cur-
tain Wall systems are
designed so that fac-
tory machine hours
and design intelli-
gence **minimize cost-
ly Field Labor Hours.**

The cost gap favoring
Curtain Wall over tra-
ditional masonry en-
closure systems has
widened with each in-
crease in construction
labor rates.

The **CASE FOR CUR-
TAIN WALL . . . 1970**
is stronger in 1971
than it was last year.

James M. Smith
Smith & Smith, Inc.
Hales Corners, Wis

TIME INSURANCE CO.	MILWAUKEE, WISCONSIN
BLAKE-WIRTH & ASSOC. INC.	<i>Architects</i>
JOSEPH P. JANSEN CO.	<i>General Contractor</i>
SMITH & SMITH, INC.	<i>Curtain Wall Contractors</i>

THE CASE FOR

CURTAIN WALL... ~~1970~~ 1971

James M. Smith
Smith & Smith, Inc.

The facing page shows a progress shot of TIME INSURANCE CO.'s new building in downtown Milwaukee, 8 weeks after the first curtain wall framing materials were delivered to the site. While it is a progress shot, not a finished photograph, it clearly shows a nearly completed building envelope, just 2 months after the structural frame was topped out.

TIME's choice of an aluminum and glass curtain wall system is a case study re-inforcing the national trend to curtain wall for medium and high rise buildings. An examination of the wall chosen and its relation to the building program tells you why the private sector of the construction market so often chooses curtain wall.

TIME's new curtain wall is the Pressure Wall system of Texas Aluminum Co., in bronze Duranodic finish. It is glazed with LOF Varitran reflective Thermopane vision glass and Varitran spandrel glass. The wall framing provides a complete thermal break and is dry glazed with controlled pressure sponge neoprene gaskets. The framing system contains back-up safeties such as weep slots draining long continuous gutters. It represents the latest generation of curtain wall design, yet has six years of field service prior to this job to prove its performance. It is not an "economy" wall but rather a high performance wall.

DOLLAR COST

The cost of the Texas Aluminum wall complete with reflective insulating glass was \$6.73/sq. ft. installed, glazed and perimeter caulked. Had the wall been glazed with standard insulating glass (rather than reflective glass), or even with single tinted glass, the square foot cost could have been as low as \$5.00 per square foot. A professional construction estimator working for Wisconsin Architects reports several similar height buildings where the cost of 12" masonry walls ran as high as \$10/square foot. Three to five dollars per square foot saving is a good reason for selecting curtain wall.

Secondary savings are apparent from the fact that the curtain wall weighs in at just 7 pounds per square foot, while a 12" masonry wall weighs approximately 100 pounds/square foot. The saving in beams, columns and footings that must carry the wall load is considerable.

CLIMATE CONTROL

Sizing of air conditioning and heating equipment and the continuing cost of their operation by the Owner are prime considerations in wall selection. The typical re-

flective glasses can offer shading coefficients of 0.15 and U factors on heat transmission of 0.30 in the vision glass area and 0.15 in the spandrel areas. Coupled with framing which has a complete air break between inner and outer metal, the result is an overall U for the wall that would require expensive interior insulation on a masonry wall to bring it to equality. Shading coefficients in the nature of 0.15 vastly reduce air conditioning loads, while preserving the visual link to the outside thru continuous vision glass. Eye comfort is assured by a low and pleasing brightness level on the inside plane of the glass, making venetian blinds unnecessary. More cost savings.

DEPENDABLE PERFORMANCE

Sophisticated testing methods and equipment tell a manufacturer in a hurry whether his wall will make it in the outside world. Test reports prior to specification writing are standard. That eliminates those questions. The glass and curtain wall industries have enough experience under their belt to be sure that TIME INSURANCE, big John Hancock in Chicago, or World Trade Center in New York won't leak. Dependable curtain wall systems are available.

SPEED OF CONSTRUCTION

Rapid enclosure of the building frame makes many floors available to the interior finishing trades quickly, reducing construction time. Construction loans are costly. Income revenue doesn't start until the building is complete. TIME estimates the **MONTHLY** cost of construction loan for their structure at \$28,000 to \$35,000 depending on stage of completion. The curtain wall on TIME cost \$220,000. If it saves the Owner just 2 months of construction time at \$30,000 per month, it has saved him 27% of the curtain wall cost on completion time alone. And it does better than that.

In 1924 Ludwig Mies van der Rohe said, "Our building methods must be industrialized. Our technologists must and will succeed in inventing a material which can be industrially manufactured and processed and which will be weatherproof, soundproof, and insulating. All the parts will be made at the factory, and the work at the site will consist only of assemblage requiring extremely few man hours. This will greatly reduce building costs. Then the New Architecture will come into its own. I am convinced that traditional methods of construction will disappear."

He was talking about Curtainwall — 1970 . . . 1971 . . . 1972 and in the future.

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The Annual Congress of Professions by the Wisconsin Association of Professions to be held at the Pioneer Inn, Oshkosh, Saturday, October 23, 1971. General title is:

EDUCATION, ECOLOGY AND ECONOMICS.

Registration 8:30 to 9:30 A.M. • Fee: \$10.00 • Advance Registration \$7.50

9:30 A.M. Professor R. Bowen

"FUTURE OF EDUCATION IN WISCONSIN"

10:00 A.M. Robert Torkelson, AIA, President of W.A.P.

"AIMS, OBJECTIVES AND OUTLOOKS OF W.A.P."

10:15 A.M. Coffee Break

10:30 A.M. Phil Derse, Wisconsin Alumni Research

Foundation and Oliver Williams,
Department of Natural Resources

"ECOLOGY-RESEARCH AND MANAGEMENT IN WISCONSIN"

11:30 A.M. Question Period

12:00 Lunch

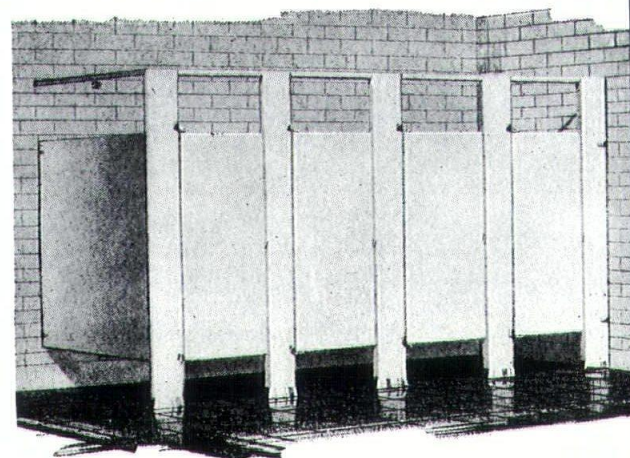
1:15 P.M. **THEATER OF CONCERN.** University of Wisconsin, Green Bay Dramatics Group

2:30 P.M. **"WISCONSIN'S ECONOMIC FUTURE"**

All registration to be made to:

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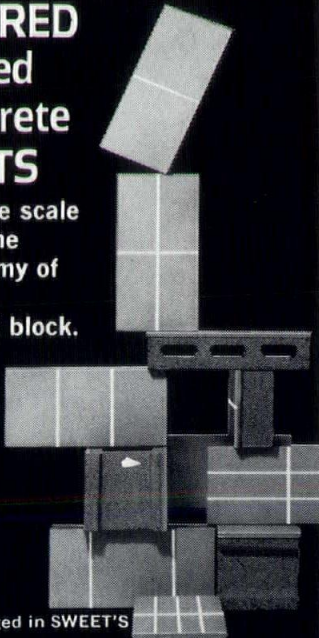
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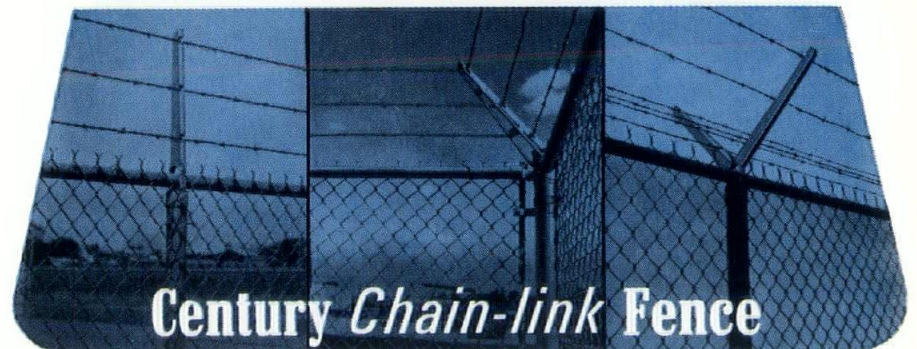
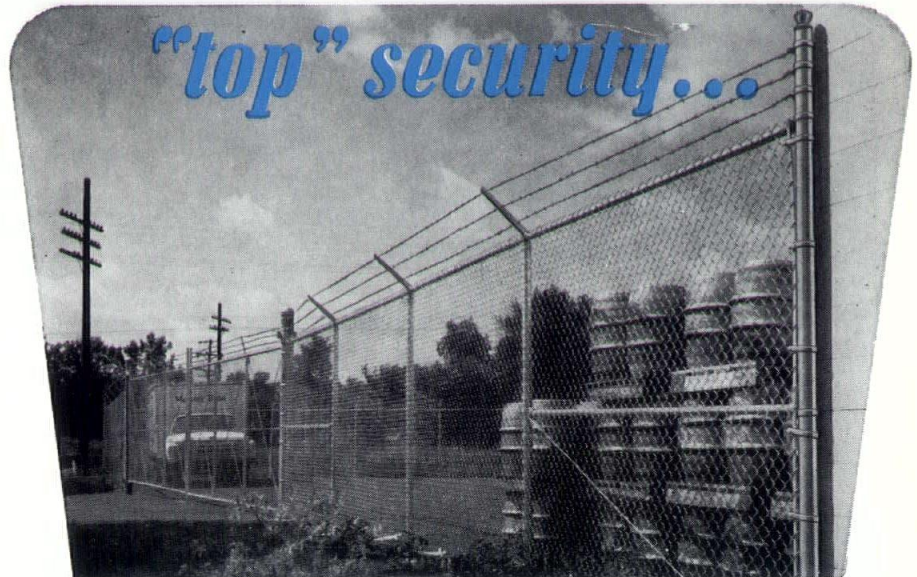


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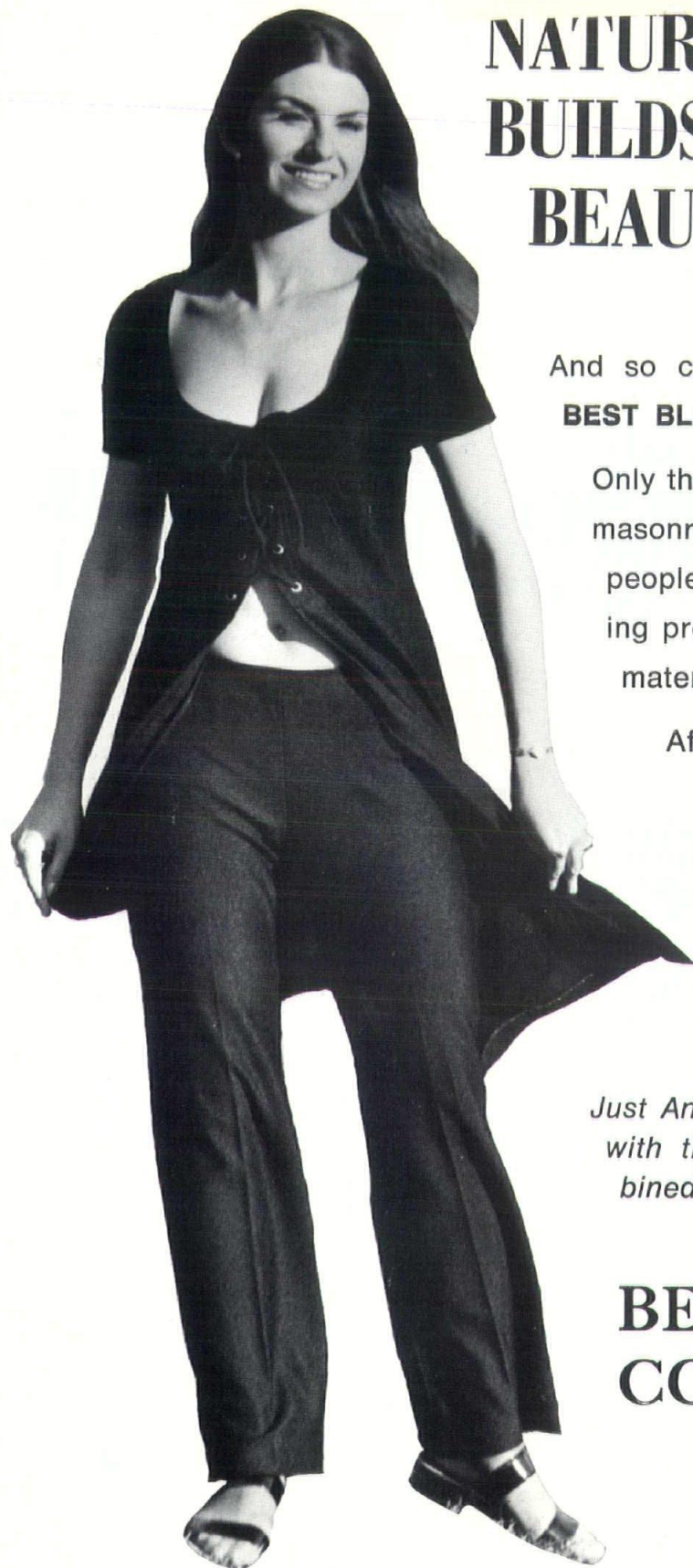
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